

**CITY OF MESA  
MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE  
MEETING**

**DATE:** June 5, 2008   **TIME:** 7:30 a.m.

**MEMBERS PRESENT**

Adam Decker, Vice Chair  
Steve Chucri  
Kari Cluff  
Linda Flick  
Scott Perkinson  
Dean Taylor

**STAFF PRESENT**

Shelly Allen  
Sue Cason  
Patrick Murphy  
Katrina Rogers  
Randy Vogel

**OTHERS PRESENT**

James Carpentier  
Jeremy Galloway

**MEMBERS ABSENT**

Jeff Jarvis, Chair  
Gary Gallagher  
Gregory Holtz

**1.    Call to Order**

The June 5, 2008 meeting of the Downtown Development Committee was called to order at 7:30 a.m. at the City Council Chambers, Upper Level 57 E. First Street by Adam Decker, Vice-Chair.

**2.    Approval of Minutes of the April 17, 2008 Regular Meeting.**

**It was moved by Linda Flick and seconded by Steve Chucri to approve the minutes of April 17, 2008.**

**Vote: 6 in favor  
      0 opposed**

**3.    Consider and Take Action on Case No. ZA08-03TC to make modifications to a Special Use Permit for a Comprehensive Sign Plan for the Mesa Arts Center located at 1 East Main Street.**

Mr. Patrick Murphy stated that an application was submitted by the Mesa Arts Center for a modification to the Special Use Permit for a Comprehensive Sign Plan. The modification is to allow two new signs, a monument sign (Sign "A") and a freestanding sign (Sign "B"), to be in the Pedestrian Overlay Area, to exceed the

height of five feet (5'), and to allow both signs to contain an electronic message display in the Town Center Redevelopment Area. The message display will change no less than every fifteen (15) seconds and no more than four (4) times per minute.

Staff believes that the applicant has met the criteria to qualify for the Comprehensive Sign Plan modifications and is recommending approval with stipulations.

Ms. Linda Flick asked Mr. James Carpentier from YESCO to describe some of the design features and materials of the signage.

Mr. Carpentier stated that the signs have a great deal of integrity and many design features, which will make the signs a nice addition to the downtown area. The signs combine with the colors and types of materials used at the Mesa Arts Center. The Mesa Arts Center letters are pushed through acrylic with an overlay that adds a subtle illumination at night, as well as a fin element on the north side of the display, and a singular blue bar around the planter base that provides edge illumination.

Mr. Adam Decker commented that he likes the signs and locations. Mr. Decker feels that the new signs will help the viability of the Mesa Arts Center and would like to encourage staff to add another sign to 1<sup>st</sup> Avenue in the future.

Mr. Scott Perkinson conferred with Mr. Decker that a sign on 1<sup>st</sup> Avenue would be appropriate addition in the future.

**It was moved by Steve Chucuri and seconded by Scott Perkinson to recommend approval of Case No. ZA08-03TC to make modifications to a Special Use Permit for a Comprehensive Sign Plan for the Mesa Arts Center located at 1 East Main Street with the following stipulations:**

- 1. Full compliance with Special Use Permit Case Numbers ZA01-064TC and ZA03-011TC, Comprehensive Sign Plan, with modifications presented in Special Use Permit Case No. ZA08-037TC and all current Code requirements, unless modified through the appropriate review.**
- 2. The new monument and freestanding sign shall not exceed the area or height as portrayed in the rendering original date December 5, 2007 (File Design Number 6071609-R11).**
- 3. All signage shall be subject to the approval of a separate sign permit.**
- 4. Video usage of the electronic message display board shall not be permitted unless requested through a modification of this Comprehensive Sign Plan.**
- 5. Change in display of the static messages shall occur by means of immediate, fade, dissolve, or scrolling modes.**
- 6. The minimum time period for the display of each message shall be no less than fifteen (15) seconds and no more than four (4) times per minute.**

**Vote: 6 in favor  
0 opposed**

**4. Director's Report, Shelly Allen, Town Center Development Director**

Ms. Shelly Allen stated that the Downtown Development Committee meeting scheduled for June 19, 2008 will not be held due to the special meeting today.

**5. Items from Citizens Present (No discussion or action can be taken)**

No comments were made.

**6. Adjournment**

With there being no further business, this meeting of the Downtown Development Committee adjourned at 7:37 a.m.

Respectfully Submitted,

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Shelly Allen, Town Center Development Director  
Minutes prepared by Sue Cason